



State of California
Employment Training Panel

Training Proposal for:
Family-Life Magazine

Agreement Type: Small Business

Agreement Number: ET09-0219

Panel Meeting of: **July 25, 2008**

ETP Regional Office: **Sacramento**

Analyst: K. Muraki

CONTRACTOR:

- Type of Industry: Communication:
Priority Industry: ☒ Yes ☐ No
- Contractor's # of Full-Time Employees: 7
 - California: 7
 - Worldwide: 7
 - Number to be trained: 8
- Turnover Rate: 16%
- Repeat Contractor: ☐ Yes ☒ No

CONTRACT:

- Training Project Profile: Priority/Retrainee
- ETP Funding Amount: \$12,480
- In Kind Contribution: \$8,640
- Average Cost per Trainee: \$1,560
- Post Retention Wage Range: \$13.00 to \$26.00 for all Job Numbers
- Health Benefits: N/A
- Occupations to be Trained: Frontline Managers, Sales Account Representatives, Owner
- Training Menu:
 - ☒ Computer ☐ Management
 - ☐ Commercial ☒ Business
 - ☒ Cont. Improvement ☐ Other:
- Range of Hours: 8 - 60 Weighted Avg: 60
- Multiple Job Numbers: ☐ Yes ☒ No

- County(ies) Served: Sonoma, Mendocino
- Union Representation: ☐ Yes: ☒ No
- Subcontractors: Jan Smith, Peachtree Training Consultant located in Booneville at a cost of approximately \$2,500
- Third Party Services: None

INTRODUCTION

Founded in 1992, Family-Life Magazine (FLM) is a solely owned publishing business that currently publishes two monthly magazines - Mendo-Lake Family Life and Sonoma Family-Life Magazine. FLM also publishes an award winning website and produces family focused community events in its tri-county region. FLM is eligible under Title 22, California Code of Regulations, Section 4416(b) as a publishing manufacturing company. The company will add an additional employee and will have a total of 8 trainees. FLM is requesting Panel funds to assist in the retraining of its workers, in skills to prepare them to move toward a high performance workplace.

RECOMMENDATION

For the reasons set forth above, staff recommends approval of this proposal.